4 Cs of Content Design

01

CORRECT

Is the information correct?
Are your spelling and grammar correct?

02

CLEAR

Is your writing clear and accessible?
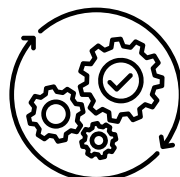Will your users understand?

03

CONCISE

Have you kept your sentences short?
Have you checked the character count?

04

CONSISTENT

Is your writing consistent with the style guide, voice, tone, and established writing patterns?